

B 2 1. (Twice Amended) A dental bleaching composition for whitening and desensitizing a person's teeth comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect when contacted with a person's teeth;

potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition; and

a carrier into which said dental bleaching agent and potassium nitrate are dispersed,

wherein the dental bleaching composition is free of abrasives.

B 2 17. (Twice Amended) A dental bleaching composition adapted for whitening and desensitizing a person's teeth, comprising:

Sub C. 1 at least one dental bleaching agent included in an amount so as to have a tooth whitening effect on a person's teeth;

potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition so as to result in (i) enhanced tooth whitening by said dental bleaching agent and (ii) reduced sensitivity that may be caused by said dental bleaching agent when the dental bleaching composition is passively maintained in contact with the person's teeth for a time period of at least about 15 minutes without brushing or scrubbing; and

a carrier that is substantially free of abrasives into which said dental bleaching agent and potassium nitrate are dispersed.

18. (Twice Amended) A method for whitening and desensitizing a person's teeth,
the method comprising:

providing a dental bleaching composition including:

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Cont a dental bleaching agent included in an amount so as to have a tooth
whitening effect when contacted with a person's teeth;

potassium nitrate included in an amount of about 0.01% to about 2% by
weight of the dental bleaching composition; and

a carrier into which said dental bleaching agent and potassium nitrate are
dispersed,

wherein the dental bleaching composition is substantially free of
abrasives; and

contacting the person's teeth with said dental bleaching composition for a time
period of at least about 15 minutes without scrubbing or brushing.

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28. (Amended) A dental bleaching composition for whitening and desensitizing a person's teeth comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect when contacted with a person's teeth;

Sub C2
potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition so as to result in (i) an increase in tooth whitening by said dental bleaching agent and (ii) a reduction in sensitivity that may be caused by said dental bleaching agent when the dental bleaching composition is maintained in contact with the person's teeth for a time period of at least about 15 minutes without brushing or scrubbing; and

a carrier into which said dental bleaching agent and potassium nitrate are dispersed.

29. (Amended) A method for whitening a person's teeth comprising:

(a) providing a dental bleaching composition comprising:

(i) a dental bleaching agent included in an amount so as to whiten teeth;

(ii) potassium nitrate included in an amount of about 0.01% to about 2% by weight of the dental bleaching composition; and

(iii) a carrier into which said dental bleaching agent and potassium nitrate are dispersed;

(b) introducing a quantity of said dental bleaching composition into a dental tray; and

(c) placing the dental tray over the person's teeth in order for the dental bleaching composition to contact the person's teeth for a time period of at least about 15 minutes so as to whiten the persons teeth.

Please add new claims 36-40 as follows:

B4 36. (New) A dental bleaching composition for whitening and desensitizing a person's teeth comprising:

at least one dental bleaching agent included in an amount so as to have a tooth whitening effect when contacted with a person's teeth;

potassium nitrate included in an amount of about 0.05% to about 1% by weight of the dental bleaching composition; and

a carrier into which said dental bleaching agent and potassium nitrate are dispersed, the carrier comprising at least one tackifying agent.

wherein the dental bleaching composition is free of abrasives.

37. (New) A dental bleaching composition as defined in claim 36, the potassium nitrate having a concentration of about 0.5% by weight of the dental bleaching composition.

38. (New) A dental bleaching composition as defined in claim 36, the carrier further comprising at least one polyol.

39. (New) A dental bleaching composition as defined in claim 36, the carrier further comprising water.

40. (New) A dental bleaching composition as defined in claim 36, further comprising at least one fluoride compound.